WE DARE THEM ALL!

PHILIP MORRIS challenges any other leading brand to suggest this test

In Just ONE MINUTE . . . you can prove to yourself PHILIP MORRIS is definitely less irritating — therefore more enjoyable — than the brand you're now smoking!

1 . . . light up a PHILIP MORRIS

THEN, just take a puff—DON'T INHALE—and s-l-o-w-l-y let the smoke come through your nose.

2 . . . light up your present brand.

Do exactly the same thing—DON'T INHALE. Notice that bite, that sting? Quite a difference.

NO CIGARETTE HANGOVER means MORE SMOKING PLEASURE!

CALL FOR PHILIP MORRIS

147-M

Ad No. 104—Miscellaneous (7" x 5")

2061193535

2061193535

Source: https://www.industrydocuments.ucsf.edu/docs/jhxx0001